

Direct message Brandon Mihai, Jason Cody and 3 others - 2022-03-15 (UTC)

Private 

3/15/2022, 8:30 PM UTC

Brandon Mihai, Josh Elman, Raf Onak and Terry Liu

Has Deletions Has Edits

 Brandon Mihai

hey guys, nice work. Raf, when you have some updates please share here and we can have Terry add to a comp. We can then send to Monika

3/15/2022, 8:30 PM UTC

 Raf Onak

will do 3/15/2022, 8:30 PM UTC

 Josh Elman

I updated the Learn More [REDACTED]

3/15/2022, 8:34 PM UTC

I updated the Learn More [REDACTED]

3/15/2022, 8:34 PM UTC

@Raf Onak feel free to take a pass 3/15/2022, 8:34 PM UTC

 Raf Onak

ok, here are some proposals:

You're about to leave the app and be taken to an external website. You will no longer be transacting with Apple.

You're about to leave the app. You'll be taken to an external website and will no longer be transacting with Apple.

You're about to be taken to an external website and will no longer be transacting with Apple.

3/15/2022, 8:57 PM UTC

i think if we want to include all three points (leaving the app, going to an external website, not transacting with apple), it's best to do that in 2 sentences

3/15/2022, 8:57 PM UTC

 Terry Liu

How about

You're about to be taken to an external website. You will no longer be transacting with Apple.

3/15/2022, 9:04 PM UTC

 Raf Onak

yep, that's another variation 3/15/2022, 9:05 PM UTC

not sure how important "leaving the app" is in phil's eyes 3/15/2022, 9:05 PM UTC

 Josh Elman

This app is about to take you to an external website, and you will not be

PLAINTIFF
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v Apple Inc.
Ex. No. **CX-0281**

Date Entered _____
By _____

transacting with Apple.

3/15/2022, 9:06 PM UTC

This app is about to take you to an external website, and you will not be transacting with Apple.

3/15/2022, 9:06 PM UTC

TL

Terry Liu
and would "You're about to go to an external website..." work? 3/15/2022, 9:06 PM UTC

JE

Josh Elman
Another variant:

This app is about to take you to an external website, and you will not be transacting with Apple.

3/15/2022, 9:06 PM UTC

Another variant:

This app is about to take you to an external website, and you will no longer be transacting with Apple.

3/15/2022, 9:10 PM UTC

RO

Raf Onak
to me, "about to go..." is more informal compared to "be taken to..." 3/15/2022, 9:08 PM UTC

0 01

josh, for some reason, saying "this app is about to take you..." feels safe to me?
like, don't worry, you're still within the app and it's just guiding you somewhere else right now

3/15/2022, 9:09 PM UTC

and i think we should stick with the "no longer transacting" language as jeff was very vocal about that

3/15/2022, 9:09 PM UTC

0 01

0 01

JE

Josh Elman
yeah -- good point. "About to go to" is a little more like into the great wide open 3/15/2022, 9:09 PM UTC

@Raf Onak Phil did like the "this app is..." language from the "this app does not use private and secure App Store payments"

3/15/2022, 9:23 PM UTC

Do we have any variants that start there? 3/15/2022, 9:23 PM UTC

RO

Raf Onak
oh shoot, you're right, i think i mixed up the pages we want to align 3/15/2022, 9:29 PM UTC

so back to your original proposal of "this app is about to..." 3/15/2022, 9:29 PM UTC

i wonder if "send" is better than "take" because it doesn't sound like the app will be holding your hand

3/15/2022, 9:29 PM UTC

This app is about to send you to an external website. You will no longer be transacting with Apple.

This app is about to send you to an external website. You will leave the app and will no longer be transacting with Apple.

3/15/2022, 9:30 PM UTC

JE

Josh Elman
I like "send". 3/15/2022, 9:30 PM UTC

RO

Raf Onak
This app is about to send you to an external website, and you'll no longer be transacting with Apple.

3/15/2022, 9:30 PM UTC

BM

Brandon Mihai
to shorten can we remove "and" after the comma 3/15/2022, 9:31 PM UTC

JE

Josh Elman
"send you out to"? 3/15/2022, 9:31 PM UTC

TL

Terry Liu
"This app is sending you to"? 3/15/2022, 9:31 PM UTC

RO

Raf Onak
This app is about to send you out to an external website. You will no longer be transacting with Apple.

3/15/2022, 9:32 PM UTC

i have no preference for "out", works either way 3/15/2022, 9:32 PM UTC

terry, can't say "app is sending you to" because as phil mentioned, you still have a choice

3/15/2022, 9:32 PM UTC

"sending you to" sounds like it's happening 3/15/2022, 9:32 PM UTC

JE

Josh Elman
Question / thought on whether -- "out" makes it more clear you are leaving the app without saying "leave the app"

3/15/2022, 9:33 PM UTC

TL

Terry Liu
it does have continue or cancel below though (shrug) 3/15/2022, 9:33 PM UTC

RO

Raf Onak
for sure, i'm just reacting to it because phil specifically called out "when you leave this app" today

3/15/2022, 9:33 PM UTC

TL

Terry Liu
FWIW i like "This app is about to send you to an external website, and you'll no longer be transacting with Apple." I like the comma instead of two sentences to connect these things better

3/15/2022, 9:36 PM UTC

RO

Raf Onak
josh, if we want to "scare" users a bit, i like the addition of "out" because it raises questions and hesitancy haha. out? out where? omg what do i do?

3/15/2022, 9:36 PM UTC

so i think our favorites are:

This app is about to send you out to an external website. You will no longer be transacting with Apple.

This app is about to send you out to an external website, and you will no longer be transacting with Apple.

3/15/2022, 9:37 PM UTC

dropped the "you'll" contraction to be more formal 3/15/2022, 9:37 PM UTC

JE

Josh Elman

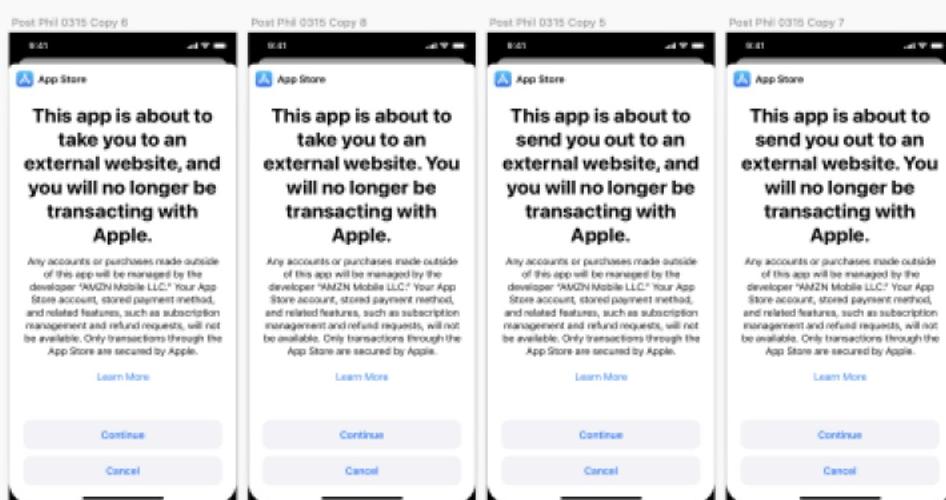
I'm good with these -- and I defer to you both on sentences vs comma. I think "send you out" has replaced "leave the app" but we might get some question about whether we need "leave"

3/15/2022, 9:40 PM UTC

TL

Terry Liu

Do we want to keep the "take" options vs. "send out"? 3/15/2022, 9:41 PM UTC



3/15/2022, 9:41 PM UTC



Screen Shot 2022-03-15 at 2.40.17 PM.png

3/15/2022, 9:41 PM UTC

RO

Raf Onak

i think we should remove the "take" options 3/15/2022, 9:42 PM UTC

:+11: 1

and maybe we include one with "you're about to leave"? 3/15/2022, 9:42 PM UTC

You're about to leave the app and be taken to an external website. You will no longer be transacting with Apple.

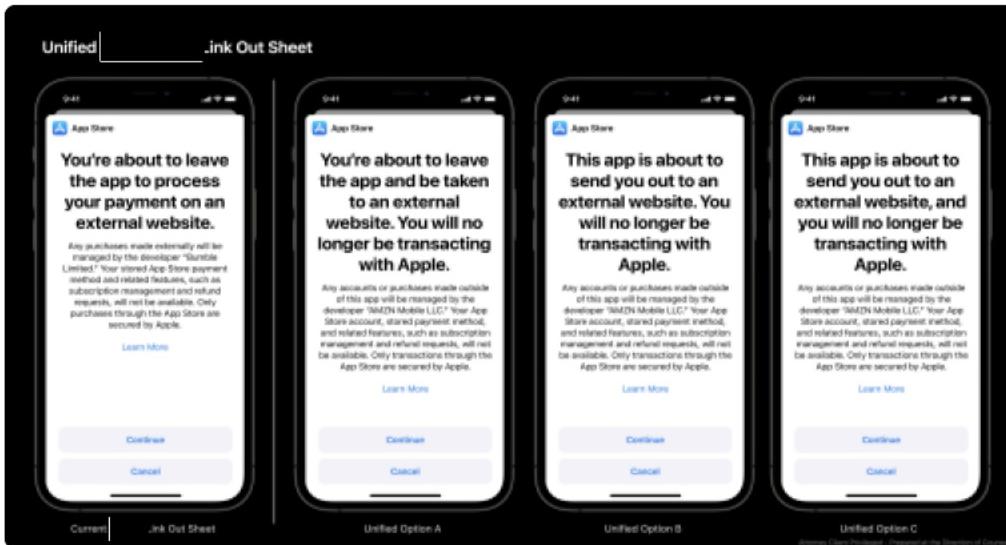
3/15/2022, 9:43 PM UTC

TL

Terry Liu

Ok seems like we have 3 options now. We can reduce it to two if we want to decide comma or two sentences on B and C.

3/15/2022, 9:55 PM UTC



3/15/2022, 9:55 PM UTC



Screen Shot 2022-03-15 at 2.54.42 PM.png

3/15/2022, 9:55 PM UTC

RO

Raf Onak
these look good, let's get monika's thoughts 3/15/2022, 9:58 PM UTC

:+11: 1

BM

Brandon Mihai
Can we just pick between B or C? Phil didn't want us to go with something like A, he was pretty adamant. 3/15/2022, 10:44 PM UTC

And then I think we should just pick between the comma or additional sentence 3/15/2022, 10:44 PM UTC

RO

Raf Onak
sure, my vote would be B as i think the period makes it more authoritative 3/15/2022, 10:47 PM UTC

JE

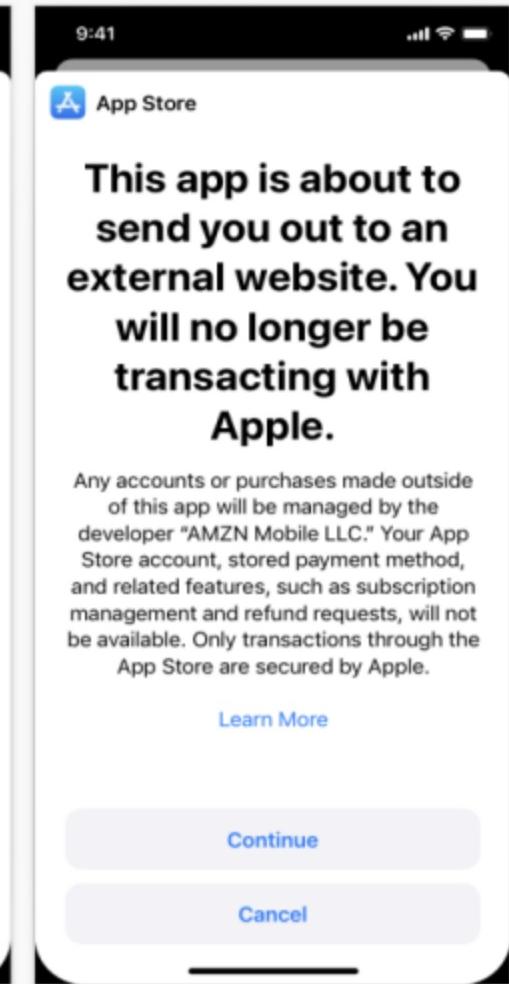
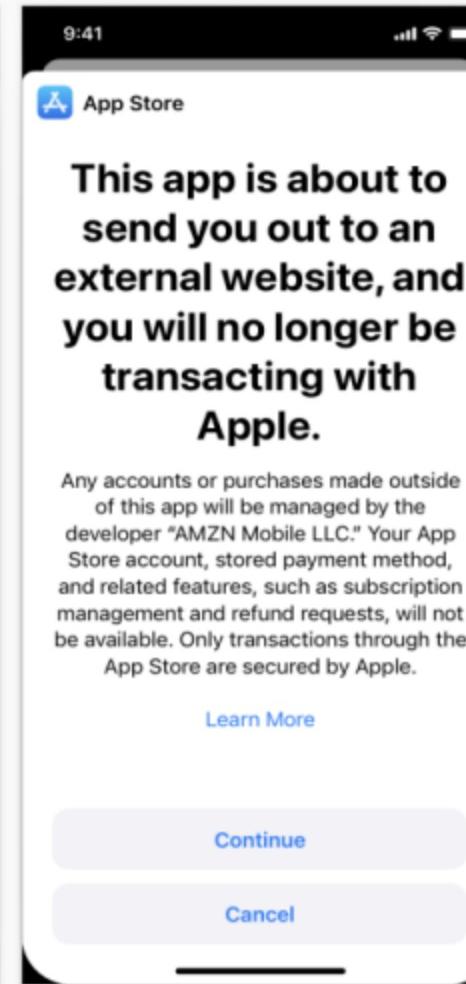
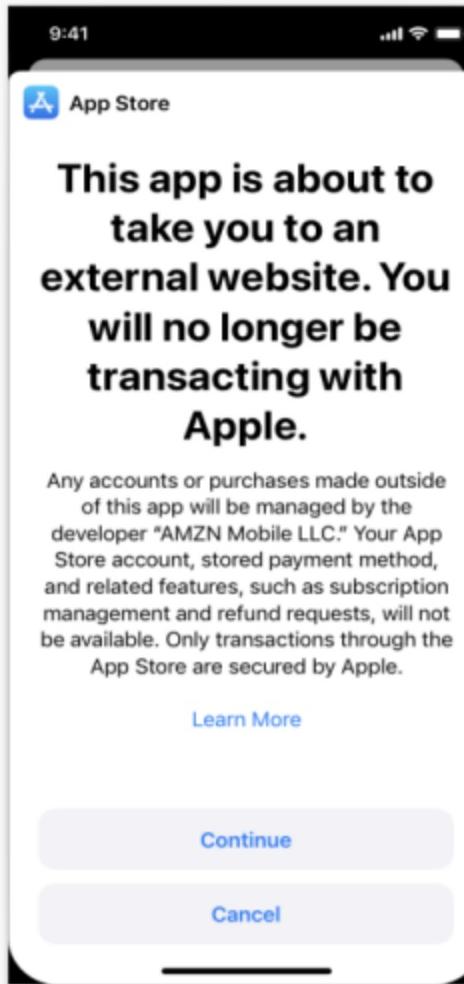
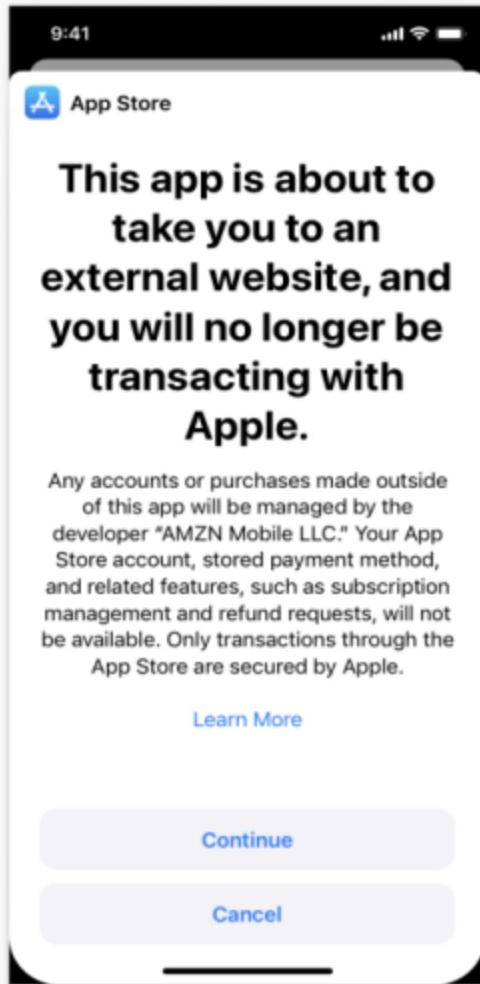
Josh Elman
i'm with you 3/15/2022, 10:48 PM UTC

BM

Brandon Mihai
Let's just send B to Monika over email Terry, that sound OK? 3/15/2022, 10:49 PM UTC

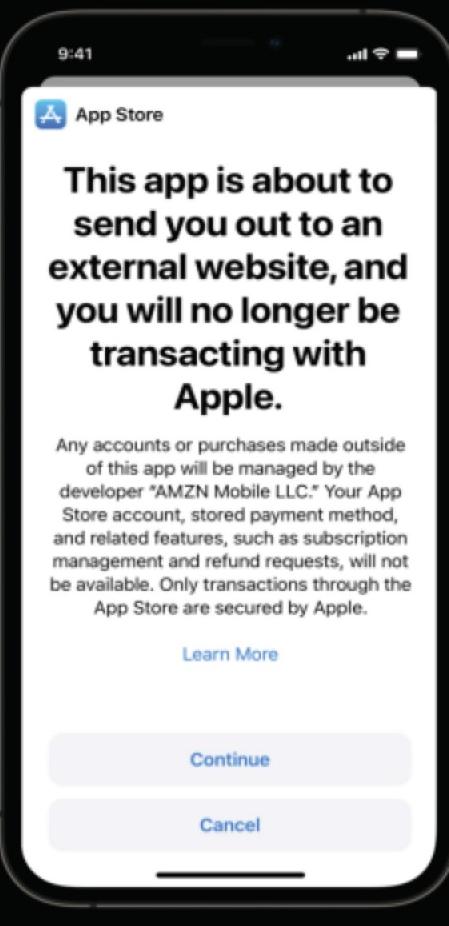
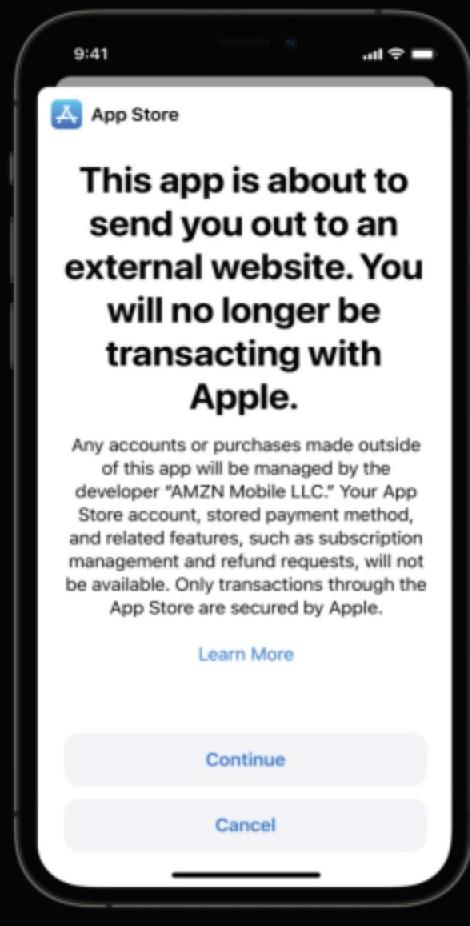
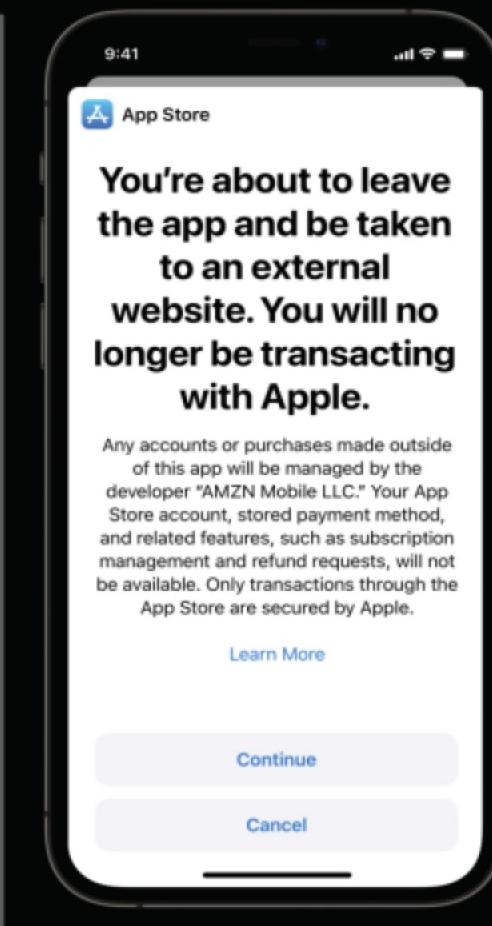
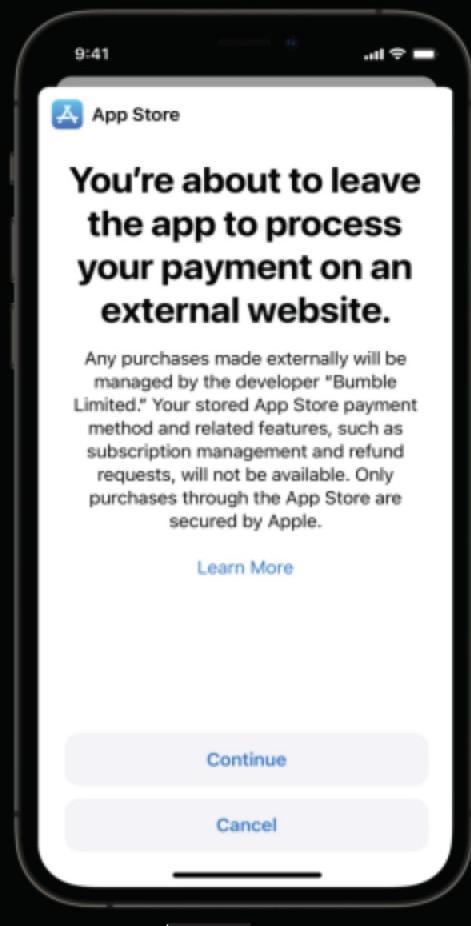
TL

Terry Liu
yeah just sent 3/15/2022, 10:58 PM UTC



Unified

Link Out Sheet



Current

Link Out Sheet

Unified Option A

Unified Option B

Unified Option C

Attorney Client Privileged - Prepared at the Direction of Counsel